

Special Promotional Programs



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Special Promotional Programs



Description

Special promotional programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Special Promotional Programs Department supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue. The Department and its programs are funded by TOT and furthermore help to develop, maintain, and enhance visitor-related facilities, as well as support the City's cultural amenities and natural attractions.



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Special Promotional Programs

Department Summary

	FY2012 Actual	FY2013 Budget	FY2014 Proposed	FY2013–2014 Change
FTE Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	70,532,814	72,761,480	87,049,815	14,288,335
Total Department Expenditures	\$ 70,532,814	\$ 72,761,480	\$ 87,049,815	\$ 14,288,335
Total Department Revenue	\$ 70,643,037	\$ 74,282,640	\$ 81,131,361	\$ 6,848,721

Transient Occupancy Tax Fund

Department Expenditures

	FY2012 Actual	FY2013 Budget	FY2014 Proposed	FY2013–2014 Change
Arts, Culture, & Community Festivals	\$ 6,852,397	\$ 6,873,250	\$ 8,490,000	\$ 1,616,750
Discretionary Funding	30,458,110	14,493,278	15,846,272	1,352,994
Economic Development Programs	1,368,020	1,805,000	1,805,000	-
Safety & Maint - Visitor Related Facilities	30,386,468	49,589,952	60,908,543	11,318,591
Total	\$ 69,064,995	\$ 72,761,480	\$ 87,049,815	\$ 14,288,335

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Support to Other Funds	0.00	\$ 12,995,555	\$ -
Adjustment to the annual allocations which support debt service payments and operating costs for Mission Bay/ Balboa Park Improvements, Convention Center, QUALCOMM Stadium, PETCO Park, and the Trolley Extension Reserve.			
Penny for the Arts Funding	0.00	1,600,000	-
Adjustment to reflect the addition of expenditures for the Penny for the Arts Blueprint.			
One-Cent Discretionary	0.00	1,352,994	-
Adjustment to reflect the increase in One-Cent TOT to support the General Fund.			
Funding for Council District 9	0.00	16,750	-
Adjustment to reflect the full year discretionary Transient Occupancy Tax funding allocated to Council District 9.			
Support for Safety and Maintenance of Visitor-Related Facilities	0.00	(1,676,964)	-
Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.			
Revised Revenue	0.00	-	6,848,721
Adjustment to reflect Fiscal Year 2014 revenue projections.			
Total	0.00	\$ 14,288,335	\$ 6,848,721

Special Promotional Programs

Expenditures by Category

	FY2012 Actual	FY2013 Budget	FY2014 Proposed	FY2013–2014 Change
NON-PERSONNEL				
Supplies	\$ 1,138	\$ -	\$ -	\$ -
Contracts	25,303,058	29,641,200	30,476,509	835,309
Information Technology	253	-	-	-
Transfers Out	43,760,545	43,120,280	56,573,306	13,453,026
NON-PERSONNEL SUBTOTAL	\$ 69,064,995	\$ 72,761,480	\$ 87,049,815	\$ 14,288,335
Total	\$ 69,064,995	\$ 72,761,480	\$ 87,049,815	\$ 14,288,335

Revenues by Category

	FY2012 Actual	FY2013 Budget	FY2014 Proposed	FY2013–2014 Change
Other Revenue	\$ 1,144	\$ -	\$ -	\$ -
Transient Occupancy Tax	70,641,893	74,282,640	81,131,361	6,848,721
Total	\$ 70,643,037	\$ 74,282,640	\$ 81,131,361	\$ 6,848,721

Special Promotional Programs

Special Promotions

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS			
Creative Communities San Diego			
America's Finest City Dixieland Jazz Society	\$ —	\$ 19,429	\$ —
Asian Story Theater	5,729	4,499	—
Balboa Park Cultural Partnership	—	9,566	—
Bon Temps Social Club of San Diego	24,961	20,452	—
Cabrillo Festival, Inc.	3,060	3,204	—
Casa Familiar	—	8,385	—
Central Commercial District Revitalization Corp./San Diego Afterschool Strings Program	5,729	4,499	—
Centre City Development Corporation	—	4,381	—
College Area Economic Development Corporation	8,995	7,861	—
Gaslamp Quarter Association	—	7,089	—
Hillcrest Business Improvement Association	13,858	11,979	—
The Historic Old Town Community Foundation	—	13,867	—
Italian American Art and Culture Association of San Diego	10,403	11,054	—
Jacobs Center for Neighborhood Innovation	18,042	15,339	—
Kalusugan Community Services	14,323	11,248	—
Kiwanis Club of Tierrasanta, San Diego, CA	—	2,153	—
Linda Vista Multi-Cultural Fair and Parade	6,063	4,938	—
Little Italy Association	23,600	18,279	—
Media Heritage, Inc./Filmout San Diego	9,179	7,149	—
Mira Mesa Theatre Guild	—	3,592	—
Musicians for Education	—	4,499	—
North Park Organization of Businesses	7,956	7,797	—
NTC Foundation	6,334	4,678	—
Nu-Way Operation BHILD	6,595	3,952	—
Ocean Beach Merchants Association	17,028	14,004	—
Pacific Beach Community Development Corporation	13,034	9,887	—
Pacific Southwest Wildlife Arts, Inc.	9,329	6,305	—
PASACAT	3,724	2,853	—
Point Loma Foundation	9,608	—	—
Point Loma Summer Concerts	—	10,009	—
Rancho de los Penasquitos Town Council	5,005	3,469	—
Rolando Community Council	5,644	4,363	—
San Diego Armed Services YMCA	24,961	20,452	—
San Diego Audubon Society	20,052	11,575	—
San Diego Chinese Center	—	4,663	—
San Diego City College Foundation	6,510	—	—
San Diego Earth Day	21,878	15,151	—
San Diego Film Foundation	24,961	20,452	—
San Diego Fleet Week Foundation	—	9,014	—
San Diego Music Foundation	—	8,385	—
San Diego Shakespeare Society	5,967	4,502	—
Springfest Inc.	—	9,392	—
St. Madeleine Sophie's Center	—	9,408	—
Torrey Pines Kiwanis Foundation	24,348	20,452	—
Transcendance Youth Arts Project	6,120	4,806	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Proposed
Write Out Loud	—	3,558	—
Creative Communities San Diego Subtotal	\$ 362,996	\$ 402,589	\$ 402,589
Organizational Support			
Actors Alliance	\$ 209,229	\$ —	\$ —
Aja Project	19,976	22,937	—
Art of Elan	3,258	8,139	—
California Ballet Association	66,195	58,060	—
Camarada	7,598	9,003	—
Center for World Music	—	14,772	—
City Ballet, Inc.	44,750	43,212	—
Classics for Kids	22,593	22,531	—
Common Ground Theatre	4,883	—	—
Culture Shock Dance Troupe	—	8,651	—
Cygnat Theater	101,461	107,418	—
Diversionary Theatre	41,524	34,986	—
Eveoke Dance Theatre	22,780	22,942	—
Fern Street Community Arts, Inc.	11,960	—	—
Finest City Performing Arts, Inc./San Diego Gay Men's Chorus	19,873	25,035	—
Japanese Friendship Garden Society of San Diego	50,114	52,243	—
La Jolla Chapter, SPEBSQSA, Inc.	—	1,156	—
La Jolla Historical Society	21,433	21,729	—
La Jolla Music Society	170,718	174,367	—
La Jolla Symphony and Chorus	30,017	29,267	—
The Library Association of La Jolla/Athenaeum Music and Arts Library	84,812	89,444	—
Mainly Mozart Festival, Inc.	83,622	82,942	—
Malashock Dance and Company	34,021	34,956	—
Maritime Museum Association of San Diego	193,213	209,483	—
Media Arts Center San Diego	57,052	72,753	—
Mingei International Museum	135,455	195,936	—
Mojalet Dance Collective	—	3,038	—
Mo'olelo Performing Arts Company	17,292	20,546	—
Moxie Theatre	—	6,816	—
Museum of Contemporary Arts, San Diego	259,234	289,799	—
Museum of Photographic Arts	99,920	99,870	—
New Children's Museum	151,833	236,361	—
Old Globe Theatre	394,382	411,721	—
Persian Cultural Center	22,540	23,081	—
PGK Project	—	5,213	—
Playwrights Project	29,424	27,316	—
Prophet World Beat Productions	26,342	23,708	—
The Putnam Foundation/Timken Museum of Art	53,984	83,111	—
Reuben H. Fleet Science Center	235,956	281,066	—
Samahan Filipino American Performing Arts and Education Center	5,362	—	—
San Diego Air and Space Museum, Inc.	252,647	250,169	—
San Diego Archaeological Center	30,211	17,285	—
San Diego Art Institute	42,293	38,302	—
San Diego Asian Film Foundation	47,294	47,510	—
San Diego Automotive Museum	39,614	37,845	—
San Diego Ballet	31,717	27,770	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Proposed
San Diego Center for Jewish Culture	96,035	112,189	—
San Diego Chamber Orchestra	61,511	65,073	—
San Diego Children's Choir	23,171	21,549	—
San Diego Chinese Historical Society and Museum	15,022	16,735	—
San Diego Civic Youth Ballet	22,260	21,870	—
San Diego Dance Theater	28,387	29,166	—
San Diego Early Music Society	9,452	9,311	—
San Diego Guild of Puppetry	7,284	6,884	—
San Diego Historical Society	92,800	100,651	—
San Diego Junior Theatre	79,614	82,267	—
San Diego Master Chorale	14,556	15,165	—
San Diego Model Railroad Museum, Inc.	40,450	37,991	—
San Diego Museum Council	8,520	9,045	—
San Diego Museum of Art	244,056	283,691	—
San Diego Museum of Man	105,949	117,091	—
San Diego Opera Association	387,863	368,199	—
San Diego Repertory Theatre	138,985	128,091	—
The San Diego Society of Natural History	324,837	306,193	—
San Diego Symphony Orchestra Association, Inc.	391,934	400,344	—
San Diego Watercolor Society	42,782	22,196	—
San Diego Women's Chorus	—	1,836	—
San Diego Writers Ink	7,044	8,453	—
San Diego Young Artists Music Academy, Inc.	11,439	12,466	—
San Diego Young Artists Symphony Orchestra	11,776	13,074	—
San Diego Youth Symphony and Conservatory	56,770	62,831	—
Save Our Heritage Organisation	59,791	54,424	—
Scripps Ranch Theatre	10,227	13,168	—
Spreckels Organ Society	16,104	16,039	—
Theater and Arts Foundation of San Diego County/La Jolla Playhouse	360,839	369,007	—
Unlimited Jazz Dance Productions/Patricia Rincon Dance Collective	18,409	9,913	—
Veteran's Memorial Center	21,782	23,180	—
Villa Musica	9,145	17,626	—
Westwind Brass	8,269	9,910	—
Women's History Museum and Educational Center	8,184	10,717	—
Young Audiences of San Diego	44,175	58,577	—
Organizational Support Subtotal	\$ 5,956,004	\$ 6,107,411	\$ 6,107,411
Other			
Commission for Arts and Culture Department	\$ 826,786	\$ 948,968	\$ 1,021,372 ¹
Mayor/City Council Allocations	199,711	363,250	380,000
Penny for the Arts Blueprint	\$ —	\$ —	\$ 1,600,000
Other Subtotal	\$ 1,026,497	\$ 1,312,218	\$ 3,001,372
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,345,497	\$ 7,822,218	\$ 9,511,372
CAPITAL IMPROVEMENTS			
Capital Improvements			
Convention Center Complex	\$ 9,200,688	\$ 8,697,275	\$ 8,057,450
Mission Bay Park/Balboa Park Improvements	933,601	1,600,000	1,689,234

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Proposed
QUALCOMM Stadium	4,797,262	4,752,882	4,748,556
Trolley Extension Reserve	925,000	278,716	1,152,299
Capital Improvements Subtotal	\$ 15,856,551	\$ 15,328,873	\$ 15,647,539
TOTAL CAPITAL IMPROVEMENTS	\$ 15,856,551	\$ 15,328,873	\$ 15,647,539

ECONOMIC DEVELOPMENT PROGRAMS

Citywide Economic Development

CleanTECH San Diego	\$ 12,150	\$ 30,000	\$ —
CommNexus San Diego	—	25,000	—
Horton Plaza Theatre Foundation	385,000	435,000	—
Mission Trails Regional Park Foundation, Inc.	36,450	40,000	—
San Diego Regional Economic Development Corporation	60,287	40,000	—
San Diego World Trade Center	204,370	—	—
Citywide Economic Development Subtotal	\$ 698,257	\$ 570,000	\$ 570,000

Economic Development and Tourism Support

Adams Avenue Business Association	\$ 24,188	\$ 43,200	\$ —
Asian Business Association	33,300	22,752	—
BID Council	25,000	40,000	—
City Heights Community Development Corporation	48,060	48,690	—
Greater Golden Hill CDC	48,396	—	—
Greater San Diego Business Association	—	39,040	—
Hostelling International-American Youth Hostels	54,000	48,690	—
Japan Society of San Diego and Tijuana	42,660	25,382	—
Old Town San Diego Chamber of Commerce	28,480	33,032	—
Otay Mesa Chamber of Commerce	47,891	48,690	—
San Diego Convention & Visitors Bureau	23,292	41,600	—
San Diego Data Processing Corporation	100,000	—	—
San Diego Diplomacy Council	48,060	25,382	—
San Diego East Visitors Bureau	19,991	26,162	—
San Diego Film Commission	100,000	—	—
San Diego Watercolor Society	19,878	—	—
South County Economic Development Council	48,060	48,690	—
Travelers Aid Society of San Diego	54,000	48,690	—
Economic Development and Tourism Support Subtotal	\$ 765,257	\$ 540,000	\$ 540,000

Other

Business Expansion, Attraction, and Retention (BEAR)	\$ 448,149	\$ 515,000	\$ —
Economic Development Program Administration	137,150	180,000	—
Other Subtotal	\$ 585,299	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 2,048,812	\$ 1,805,000	\$ 1,805,000

MAJOR EVENTS

Major Events

Major Events Revolving Fund	\$ 150,000	\$ 150,000	\$ 150,000
Major Events Subtotal	\$ 150,000	\$ 150,000	\$ 150,000
TOTAL MAJOR EVENTS	\$ 150,000	\$ 150,000	\$ 150,000

SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

Safety and Maintenance of Visitor-Related Facilities

Discretionary Transient Occupancy Tax Support to General Fund	\$ 14,614,637	\$ 14,493,278	\$ 15,846,272
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Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2012 Actual	FY2013 Budget	FY2014 Proposed
Mission Bay Park/Balboa Park Improvements	575,606	—	370,766
Convention Center	4,834,612	4,375,488	4,722,550
PETCO Park	4,840,000	4,200,000	14,515,750
QUALCOMM Stadium	3,782,738	3,827,118	5,451,444
Special Events Department	641,033	722,192	786,484
Transient Occupancy Tax (TOT) Payment Audit	—	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	15,843,328	21,293,473	19,635,494
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 45,131,954	\$ 49,326,549	\$ 61,743,760
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 45,131,954	\$ 49,326,549	\$ 61,743,760
SUMMARY			
Arts, Culture, and Community Festivals	\$ 7,345,497	\$ 7,822,218	\$ 9,511,372
Capital Improvements	15,856,551	15,328,873	15,647,539
Economic Development Programs	2,048,812	1,805,000	1,805,000
Major Events	150,000	150,000	150,000
Safety and Maintenance of Visitor-Related Facilities	45,131,954	49,326,549	61,743,760
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 70,532,814	\$ 74,432,640	\$ 88,857,671

¹This table represents the entire Transient Occupancy Tax Fund, including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2012 Actual	FY2013 [*] Budget	FY2014 Proposed
BEGINNING BALANCE AND RESERVES			
Balance from Prior Year	\$ 10,695,139	\$ 10,695,139	\$ 12,219,905
TOTAL BALANCE AND RESERVES	\$ 10,695,139	\$ 10,695,139	\$ 12,219,905
REVENUE			
Grant and Other Revenue ¹	\$ 115,348	\$ 150,000	\$ 150,000
Transient Occupancy Tax	70,527,689	74,282,640	81,131,361
TOTAL REVENUE	\$ 70,643,037	\$ 74,432,640	\$ 81,281,361
TOTAL BALANCE, RESERVES, AND REVENUE	\$ 81,338,176	\$ 85,127,779	\$ 93,501,266
OPERATING EXPENSE			
Operating Expense	\$ 24,410,851	\$ 30,386,723	\$ 28,726,509
Commission for Arts and Culture Department ¹	826,786	948,968	1,021,372
Special Events Department ¹	641,033	722,192	786,484
Penny for the Arts Blueprint	—	—	1,600,000
Transfer to Convention Center Expansion Fund	9,200,688	9,672,763	9,500,000
Transfer to General Fund - One-Cent Discretionary	14,614,637	14,493,278	15,846,272
Transfer to Major Events Revolving Fund	150,000	150,000	150,000
Transfer to Mission Bay/Balboa Park Improvement Fund	1,509,207	1,600,000	2,060,000
Transfer to PETCO Park Fund	4,840,000	4,200,000	14,515,750
Transfer to QUALCOMM Stadium Fund	8,580,000	8,580,000	10,200,000
Transfer to TOT-Convention Center Fund	4,834,612	3,400,000	3,280,000
Transfer to Trolley Extension Reserve Fund	925,000	278,716	1,171,284
TOTAL OPERATING EXPENSE	\$ 70,532,814	\$ 74,432,640	\$ 88,857,671
TOTAL EXPENSE	\$ 70,532,814	\$ 74,432,640	\$ 88,857,671
BALANCE	\$ 10,805,362	\$ 10,695,139	\$ 4,643,595²
TOTAL BALANCE, RESERVES, AND EXPENSE	\$ 81,338,176	\$ 85,127,779	\$ 93,501,266

* At the time of publication, audited financial statements for Fiscal Year 2013 were not available. Therefore, the Fiscal Year 2013 column reflects final budget amounts from the Fiscal Year 2013 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

¹This statement represents the entire Transient Occupancy Tax Fund including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

²Of the \$4.6 million in fund balance, \$2.3 million is anticipated to be used in Fiscal Year 2015 and another \$2.3 million in Fiscal Year 2016 to support the PETCO Park debt service previously paid from redevelopment funds.